

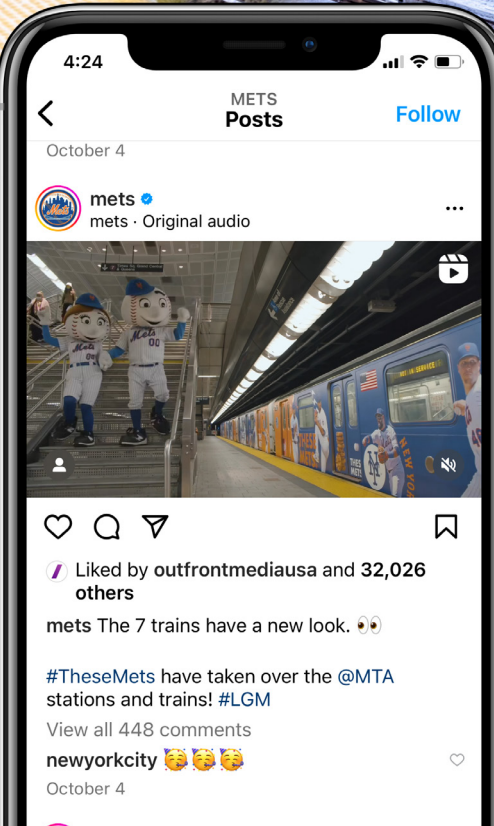
**“THIS WAS A SPECIAL SEASON, WE WON 101 GAMES! THE CAMPAIGN GOAL WAS TO REINVIGORATE THE CITY WITH WHAT THE METS MEAN TO NYC. AND PART OF THAT WAS GETTING BEYOND THE 4 WALLS OF CITIFIELD.”**

- Andy Goldberg, Chief Marketing Officer, New York Mets



SOURCE: NY ADVERTISING WEEK PANEL “HOW DIGITAL AND SOCIAL ARE REIMAGINING THE FUTURE OF OUT OF HOME ADVERTISING” OCT 2022

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



**OUTFRONT**